

Custom Event and Attribute Generation for Use in Website Traffic Data Collection

Abstract of the Disclosure

A method and system for the efficient customization of website tracking data includes a data collector with a user interface for assigning custom events and attributes to events occurring on a website. The data collector receives custom tracking data from the website in response to the occurrence of an event to be tracked. Customization of tracking data is achieved through the use of an embedded tracking code and associated data collection file. The embedded tracking code is configured to report tracking data customized for the website. The data collection server is configured via a graphical user interface to receive and store the customized tracking data. A configuration string from the data collector is inserted into the data collection file on the web site. In this manner, the data collection server and website is customized to collect customized tracking data efficiently without assistance from others.